Origina)

RECEIVED SEP 1 / 1904

September 13, 1996

Ms. Jenell Trigg
Telecommunications Policy Analyst
Office Of Communication
Business Opportunities
1919 "M" Street N.W.
Washington, D. C. 20554

FEDERAL COMMUNICATIONS COMMISSION
GN Docket No. 96-113

DOCKET FILE COPY ORIGINAL

Dear Ms. Trigg:

Thank you for returning my telephone call on September 11, 1996 regarding women, minorities and small business.

After reading Section 257 Proceeding GN Docket No. 96-113, pages 27-28 Sections 37-115 EEO order NPRM IV, Eliminating Market Entry Barriers, Section 40, for the first time in my life I am aware that I have been discriminated against by Market entry barriers for the opportunities that needs to be awarded to a woman, minority and small television company.

When my first name, Veronica, is read, this is the first strike against me (I am woman). The projects that I represent identify me as a minority. My Irish name and broken accent leave people confused on the phone. But, even before this, because my television production company is small and unknown to the large corporations, this is the biggest strike against me, and from that vantage point, there is no hope whatsoever of finding an audience to even speak my thoughts or present my ideas to them.

I am the owner of MLT Productions. Depending upon the projects produced, the company has as employees from two to thirty five people working: half women, half men, Blacks, Hispanics, Whites, and Ukrainian Jews.

MLT Productions had a consortium of cable television programs: Its The Law; The Law And You, Single & Parent, Men And Male Medicine, Women Of Color, Women In Motion, Making A Difference, Lets Talk Drugs, and Business To Business in the San Diego area. They have been broadcast on Cox Communications and Time Warner Cable companies. I am now producing one show Business To Business and have been working

No. of Copies rec'd____ List A B C D E on "Women, Minorities and (Small Business "White Male") Warehouse Shopping (WMSB). Please find enclosed the information package you requested.

When I first began working in the television industry in 1985, I had no idea I would last until 1996. During that time I have had to move my house hold eight (8) times and have had to work at all kind of jobs in order to support myself, my family and my business. From 1969 to 1984, I was a single parent with two children and I was the sole supporting. I did not have a hard time raising my two children as a single parent, but when I entered the television industry, I found no support for my endeavors. I couldn't get anywhere. I could receive no sponsor time, the doors were closed for grants, media buy, and corporate sponsorship ads. This is what I found at the beginning of my career in television, and it has not changed to this day. For the first time in my life I never thought life could be so hard.

My Production Manager, Leilani Squire, says the same thing about her life. She is a white, single, non-mother, female, who is a writer and works in Television Production. She is one of the examples of discrimination towards women over forty. The doors are closed to her, too.

My one goal has been to help small businesses such as myself to grow in the market place in order to support their business and themselves at the same time. This is why my WMSB show is so important, because it will give small business an opportunity to market their own individual and unique product on national television.

San Diego, California is the 6th largest city in the United States and yet large corporations home offices are in the east coast. To do business with them is by letter, fax, long distance telephones calls.

From the SBA in San Diego MLT Productions has had little or no support. At the same time there are programs that are put into place for women, but they basically support "White Women" owned businesses. The Director of San Diego SBA has been a guest on my Television Show Business To Business twice promoting "SBA" When we asked SBA for the support to promote local small business through Business To Business, we were told "No", SBA could not help us. The second time we went to SBA, we walked out asking each other, "Is this what we are paying our tax dollars for? Someone who could care less about small business? I guess it's a good government paying job." I believe SBA is not for Women and Minorities to receive SBA bank loans. Out of my 35 years in San Diego, I have met only one woman with a SBA loan.

There was interest in my television show Business To Business from the city of San Diego Office of Small Business. Instead of supporting my efforts and nurturing the ideas that are aimed at promoting women, minorities and small business, it seemed as if they wanted to use the show for their own benefit. I felt very slighted.

I have been trying to receive an audience with over 800 corporations (please find enclosed documentation). Out of the 800 corporations, I've only received 8% responses. I've also received a number of certification forms to be filled out. If a small business wants to market their products and services to large corporations one of the first things they receive is a Government regulations "Vendor Self-Certification Form" which notes "Failure to respond will result in your business not being classified as a Small/ Small Disadvantaged Business." If a small business goes to 25 companies, it may have 20 certification forms to fill out, which could be from 1 to 20 pages long. These forms require Banking, Personal, and tax information, in other words, personal business information. There is very little interest in the products and services offered by the inquiring small business company. A small business needs a full time employee just to fill out the certification forms.

For those women who have no collateral they cannot get a bank loan from the Community Reinvestment Association (CRA). They have to work one or two jobs and do a lot of creative thinking to keep their small business alive. I know of several women and minorities who are struggling to keep their unique and honest small businesses going who cannot receive a loan, funding nor grants. Riq Tez Cakes, for profit, and the African American Museum of Fine Arts, a non-profit, are just a couple of examples.

The next problem I see in the small business community is the BUSINESS PLAN A small business must have a business plan. Most small businesses do not know how to write, have the knowledge, nor have the money to put a business plan together. And when they do have a business plan get in their hot little hands, they may be told sometimes by the people I have been talking about:

- 1. You need to add this or that to your plan.
- 2. Your product or service needs to do this or that needs to be added to it.
- 3. We need to talk to corporate office or marketing department back in New York, etc.
- 4. I will pass it on to the next person in line.

Please find information on MLT Productions rejections: Corporation of Public Broadcasting, Certification Forms from corporations, Purchasing Councils, Voice of America, Fortune 500 Corporations.

Please find a copy of the Women, Minorities and Small Business Warehouse Shopping (WMSB) Business Plan.

In conclusion, US companies are using the law in order to discriminate against small businesses. Some of the information that is included in this letter is what we as a small television company are finding out through talking to, interviewing, and researching with women, minorities; and small business. The dialogue is consistent, we are not receiving the support and opportunities we need in order to grow and flourish. The corporations should publicize the amount of advertisement dollars spent on women. minorities, and small businesses. The FCC should penalize corporations for false advertisement if they do not contract with women, minorities and small business, such as **newspaper**, **magazines**, and **print media**. The FCC should make it mandatory to the marketing companies to show

that they are buying media time from women and minorities in newspapers, magazines, and television. If they cannot show that they are not doing this, then they should be penalized for discrimination. The information I am sending you is a good example of the rejections MLT Productions has received as a woman and minority owned company from corporations and corporations with large government contracts. These are the barriers for women, minorities, and small business.

Thank you very much for your time and consideration. I deeply appreciate your concern. Please feel free to telephone me at any time. I will be out of my office Sept. 14-21, 1996 at (619) 286-3533.

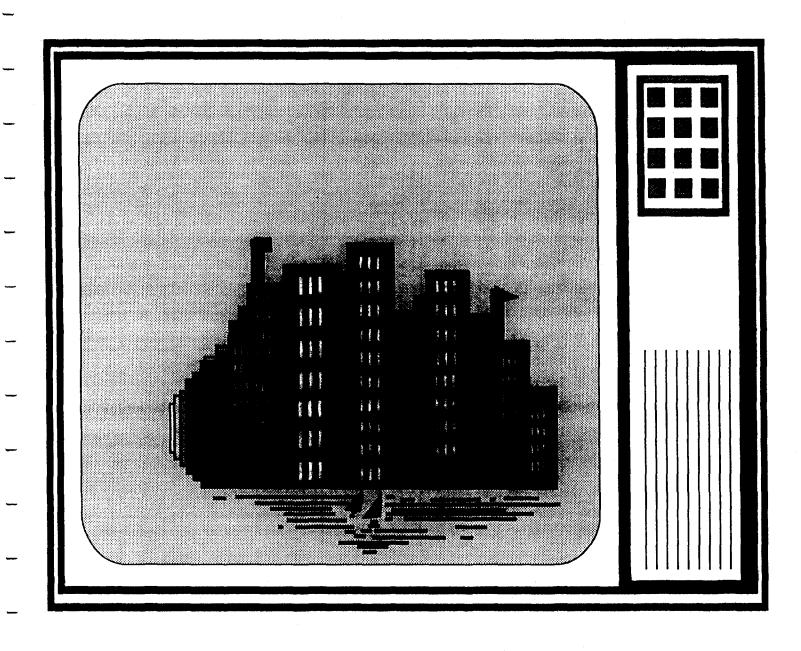
Best regards,

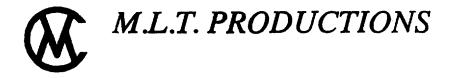
Veronica McCune

President of MLT Productions

VM/lss

Business To Business





MISSION STATEMENT

The mission of MLT Productions is to support, nurture, promote and

educate THE TRIO:

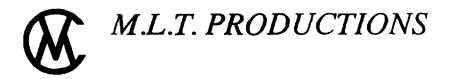
women,

minorities,

and

small businesses

with an emphasis on women and minorities through the stimulated exchange of an information network. We are committed to producing quality television programming while providing viewers with an entertaining reflection of their environment.



Goals and Objectives of BUSINESS TO BUSINESS

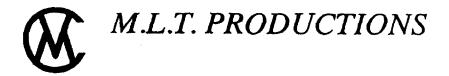
- * To inform and educate in all areas of business in the San Diego and Imperial Counties about events happening on the City, State, National and International levels which may affect their businesses
- * To share business strategies regarding interaction with prime contractors in securing sub-contracting work
- * To focus on the nineties and beyond in an information sharing format for the small and large enterprises which can access resources of information crucial to their strategic planning in order to succeed

The "Who's" of **BUSINESS TO BUSINESS**

- * Women, Minorities and Small Businesses
- * Government Officials involved in helping Small Business development
- * Purchasing Offices of Prime Contractors
- * Local Business Owners
- * Community Re-Investment Offices
- * Social Service Organizations

The "What's" of BUSINESS TO BUSINESS

- * Small and Large Business Enterprises
- * Unique Business Success Stories to share how they did it
- * Key points Small Businesses need to know in order to succeed
- * How to become Creative and Innovative
- * How to get the most out of the least: Time, People, Capital, and Resources
- * Products and Services exposed to the Community



Sharing Information

BUSINESS TO BUSINESS is a television show that has been developed by M.L.T. Productions to share information with the public regarding various aspects of THE TRIO in business which is of interest to the San Diego business community and the general public.

BUSINESS TO BUSINESS is a television network which includes the Mom and Pops, Women, Small and Large Businesses and Government Agencies. The show also emphasizes the "how to's" of marketing and selling to the Federal, State, Local and International agencies.

BUSINESS TO BUSINESS is an important way to support and profile women, minorities and small businesses. On the average, U.S. companies spend only seven percent (7%) of their advertising procurement dollars on women, minorities and small business programs. Looking at the big picture, there is not enough attention given to **THE TRIO**: women, minorities and small business programs. M.L.T. Productions believes BUSINESS TO **BUSINESS** is one of the ways to support and profile WOMEN, MINORITIES AND SMALL BUSINESSES.

BUSINESS TO BUSINESS has been on the air for six (6) years. The shows are videotaped at the studio of Southwestern Cable TV (Time Warner). We are proud that BUSINESS TO BUSINESS is broadcast by Cox Cable Communications on Friday at 7:30 PM on Channel 24 and by Southwestern Cable (Time Warner) on Saturday at 5:00 PM on Channel 16. Look for us on the Community Bulletin Board.

rodu

About The Production Company

M.L.T. Productions is the heart, a woman, a minority and a small business television production company. It is eleven (11) years old and has produced over eight hundred (800) television shows. M.L.T. Productions has a consortium of cable television programs. This includes It's The Law, The Law and You, Single and Parent, Women Of Color, Women In Motion, Men and Male Medicine, Making A Difference, Let's Talk Drugs and Business To Business.

The heart of M.L.T. Productions is a woman, minority and small television production company.

Time Warner and Cox Communications have believed in M.L.T. Productions and have supported us for the past eleven (11) years with their time, the use of their studios, and the broadcasting of our shows. M.L.T. Productions has given hundred of ROP (Regional Occupational Program), City College, and College students the opportunities to have hands on experience in their chosen field of television production.

BUSINESS TO BUSINESS is unique in the television community because we care about the needs and concerns of women, minorities and small businesses. We have invested hundreds of thousands of dollars in the past eleven (11) years to encourage, promote and give exposure to businesses. We do more for the Small Business in the television media than the broadcast networks. No other television show highlights *THE TRIO*, which is a very important aspect of our society. Because of our uniqueness, we provide a very important service to the business community.



BUSINESS TO BUSINESS

I would like to take this opportunity to introduce *MLT Productions*, which is a woman and minority owned television production company. *MLT Productions* had a consortium of cable television programs. We have combined these programs: *Women Of Color*, *Women In Motion*, and *Business To Business* into one television show. This show *Business To Business* is broadcast on Cox Communications on Friday at 7:30 PM, Channel 24 and Southwestern Cable TV, on Saturday 5:00 PM, Channel 16.

MLT Productions is committed to assisting San Diego businesses in presenting their services and products to the local television viewers. We encourage participation from representatives of large and small business owners. Business To Business provides viewers with a reflection of the San Diego business environment.

On the average, U.S. companies spend only seven percent (7%) of their advertising procurement dollars on women and minority business programs. If your company would like to help sponsor a small business on *Business To Business*, we request that the small business fill out a *Minority & Women-Owned Certification Supplier Identification*Profile. We will give your company a copy of the video tape of the show you sponsored. We would also consider it a privilege to feature your company as a guest on our show.

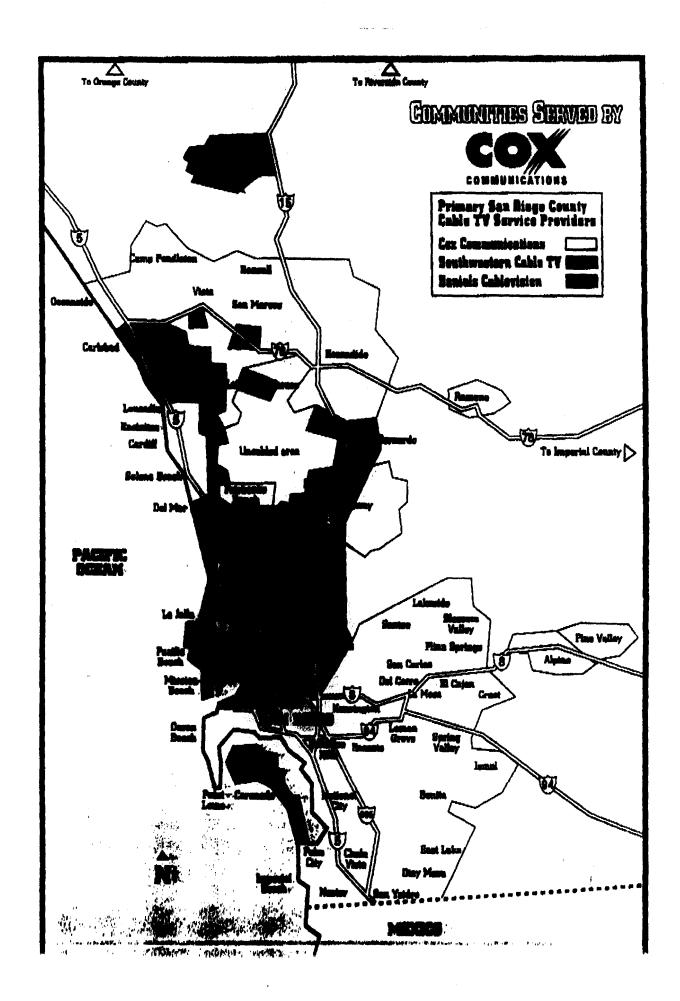
Women and Minorities make up a large segment of the population. Your women and minority business program is not only important to your company's growth potential, it is essential to your public image. Sponsoring a small business on Business To Business will help you develop a viable plan which moves beyond simple numbers of profit and percentage for the small business. Your participation gives the public a sense that your company cares about San Diego's business environment. As we work together, we make a positive difference in our business community.

Your sponsorship helps to promote San Diego's economic well-being in the following

- 1. Exchanging information that encourages small business development.
- 2. Educating the television audience on the benefits of owning a large or small business.
- 3. Maximizing your advertisement potential: one televised show is similar to having thousands of sales individuals simultaneously entering thousands of homes.
- 4. Sponsoring MLT Productions as a woman and minority owned small business.

As a small business, MLT Productions regards it a privilege to have your company sponsor *Business To Business* television show. The standard request for each sponsorship of a fifteen minute segment or a thirty-minute segment is negotiable. Your financial sponsorship pays for the television crew, video tape, and copies of the shows for the guests.

For more information, please telephone Veronica McCune at (619) 286-3533, Fax (619) 583-6478 or write to MLT Productions, 3912 60th Street, Suite 12, San Diego, CA 92115,



a.c.

VERUNICA,

SO HOW WAS YOUR DAY, TODAY?
HOPEFULLY YOU HAVE HAD A PLEASENT DAY.
I APPRECIATE YOU TAKING TIME TO TAIK TO
US. IT'S GREAT TO KNOW THAT FEMALES ARE
NOW WORKING HARD TOOWN BUSINESSES OR
EVEN TO REACH A HIGH POSITION. AS A FEMALE,
IT IS VERY INSPIRATIONAL FOR A WOMEN TO QUIT
A JOB AND GO OUT INTO A WORLD WERE WOMEN
AME THOUGHT TO BELIEVE THAT MEN ARE SUPERIOR
AND ACCOMPLISH A GREAT DEAL.

I AM ALSO A (MEXICAN) FEMALE MINORITY WHO ALSO WISHES TOQUEN HER OWN BUSINESS. IN MY CASE I HOPE TO OWNAMEDICAL CLINIC. SORRY FOR NOT WRITTING A PROFESSIONAL LETTER. BUT I WANTED TO LET YOU KNOW HOW I FELT PEIZSUNALY AND STRAIGHT FROM MY HEART. I ASURE YOU THAT SOME DAY I WILL OWN MY OWN BUSINESS AND ACCOMPLISH WHAT I SO LUNG FOR. I WANT TO BE THE BEST IN MY PROFESSION. AS YOU CAN SEE I HAVE THE DOCTOR WRITTING AND THEY ALWAYS SAY THAT YOU MUST START SOMEWHERE THANKS AGAIN FOR COMING AND TAKING THE TIME TO READ MY LETTER. WISHING 400 ALWAYS THE BEST IN THE FUTURE TO YOU AND YOUR FAMILY.

P. S WHEN YOU SEE THE SUN AIWAYS SMILE BECAUSE IF YOU DO IT WILL LEAD YOU TO A BETTER

SINCERLY,

Clauditel.

CLAUDIA ESCOBEDO UPWARO BOUND



LARRY LUCCHINO PRESIDENT AND CHIEF EXECUTIVE OFFICER

June 24, 1996

Ms. Veronica McCune President/Producer MLT Productions 3912 60th St., Suite 12 San Diego, California 92115

Dear Veronica:

Thank you for the opportunity to appear on "Business-to-Business" with George Stevens. Leilani and Marcus were terrific to work with, and I hope the show will be successful.

We at the Padres appreciate your interest and support. Please let us know if we can be of any further assistance to you and your endeavors.

Best regards.

Very truly yours

Larry Lucching

LL/bfs

ORGANIZATION OF MUTUAL INVESTORS (OMI) To have a great life, use time and money wisely.





July 18, 1996

Mrs. Veronica McCune M.L.T. Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Dear Veronica,

I really enjoyed appearing on your program Business to Business on June 22, 1996. The video is very good. I have already shared it with several people, and the feedback is very good.

Thank you for the invitation to appear on your show. My husband and I really enjoyed meeting you and your staff.

Best wishes in your continued success.

Cordially,

ORGANIZATION OF MUTUAL INVESTORS (OMI)

Beulah G. Underwood, President

P.S. I'm writing letters to various newspapers and magazines about the possibility of a story being printed or about the possibility of making a guest appearance.



ECONOMIC DEVELOPMENT SERVICES

THE CITY OF

CIVIC CENTER PLAZA • 1200 THIRD AVENUE • SUITE 1620 SAN DIEGO, CALIFORNIA 92101 - 4178 • TELEPHONE: (619) 236-6039

FAX: (619) 236-6512

OFFICE OF SMALL BUSINESS

August 25, 1994

Dear Small Business Supporter:

The City of San Diego's Office of Small Business would like to take this opportunity to express our support and interest in the development and growth of Veronica McCune's MLT Productions. An innovative television/home shopping business program designed to provide maximum market exposure for minority and woman-owned businesses, we believe that MLT Productions can help fill a unique niche in promoting San Diego's emerging entrepreneurial enterprises.

Ms. McCune's business plan has received the attention of both Mayor Susan Golding and City Manager Jack McGrory who have asked my office to assist Ms. McCune in bringing the project to fruition. The City has and will continue to endorse MLT Productions by way of supporting Ms. McCune's attempts to solicit corporate sponsorships. The City of San Diego has every intention of enlarging the advisory role in which it has served the organization since 1993. If you or any of your representatives have questions about the extent of our commitment to this project, please call me at (619) 236-6847. We strongly encourage you to study the enclosed proposal and assist in helping make this unique project become a reality.

Sincerely yours,

Marcus R. T. Thomson

Program Manager

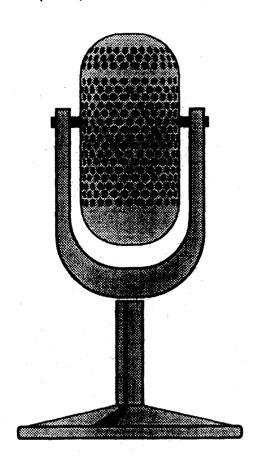
Mayor Susan Golding cc: City Manager Jack McGrory



Business To Business Hotline

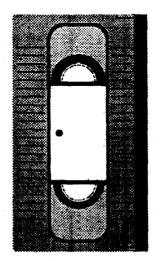
Business To Business 3912 60th Street, Suite 12 San Diego, CA 92115

(619) 286-3533 Fax (619) 583-6478



Thank You All!

The staff and supporters of MLT Productions would like to thank all of you who have given time, sponsorships, and our needed



nurturing. It gives us great joy when we enter a public place and meet two or three people who have been guests of MLT Productions.

We thank

Cox Communications and Southwestern Cable TV for their long time support, studios use, equipment, electrical power, and broadcast air time given week after week and year after year.

MLT Productions freely offer our talents to you as a gift, and we hope you will feel free to extend them to others.



The
Heart
is a
Woman,
a
Minority
a
Small Business

Television Production Company

Show Business To Business

The purpose of BUSINESS TO BUSINESS is to share information with the public starting with when one first gets one's feet wet in business to the end- the actualization of one's dreams and goals.

Business To Business is unique in the television community because M.L.T. Productions (MLTP) focus on the TRIO - women, minorities, and small business. We have invested the past eleven years and over 2 million dollars to encourage, promote, and give exposure to the TRIO. Small business networks are assisted more from MLTP than from other broadcast networks. No other television show producer highlights the TRIO'S existence. MLTP's singular uniqueness provides a most important service to the business community. Our aim is to focus on the nineties and beyond and to share crucial and strategic information with enterprises so that they may have greater success.

The Company Integrity

MLT Productions have had relationships with Cox Communications and Southwestern Cable who, since 1985, have supported and always believed in M.L.T. Productions. All MLTP programs have been produced and broadcast with no questions asked.

The Company has given hundreds of Regional Occupational Program (ROP) students, City College students, and other college students the opportunities to have hands on experience in their chosen field of television production.

Professionals also have added their talents to the workings of the

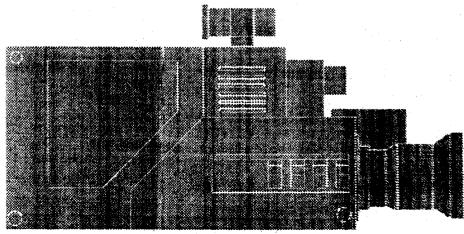
production

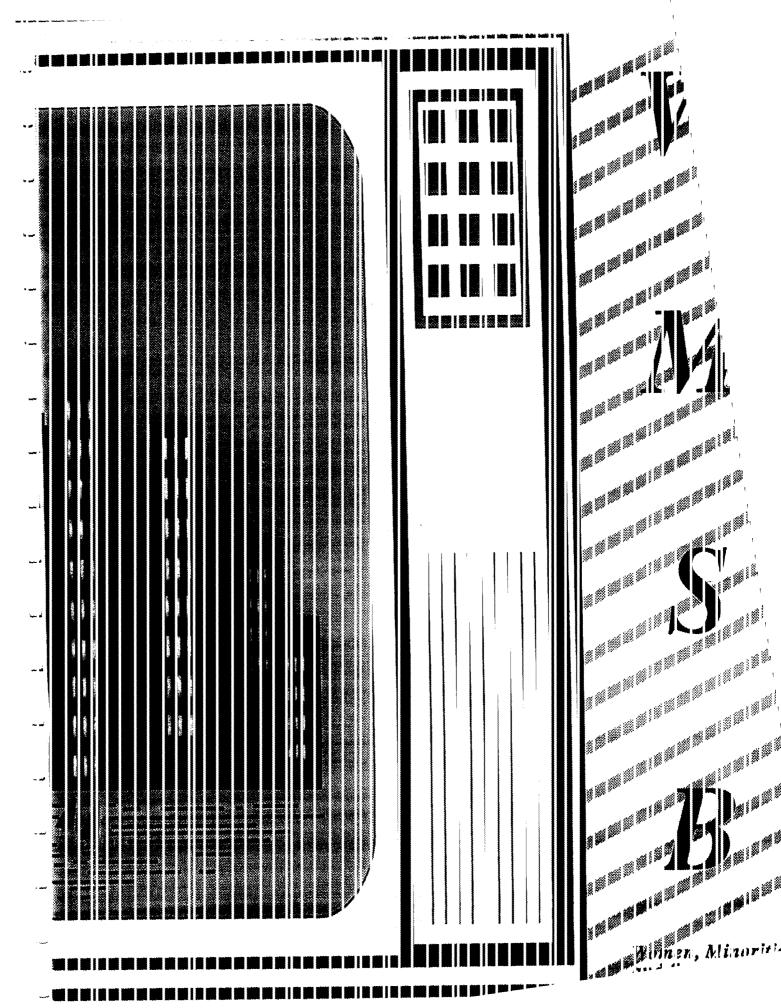
company.

About MLT Production Company

MLT Productions is a television production company owned by a minority woman . It is eleven years old and has produced over 800 shows.

This innovative production company has had a consortium of cable television programs. They include: Its The Law; The Law And You; Single & Parent; Men And Male Medicine; Women Of Color; Women In Motion; Making a Difference; Lets Talk Drugs, and Business To Business.





(IM L. T. Produce



ECONOMIC DEVELOPMENT SERVICES THE CITY OF

SAN DIEGO

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Sincerely yours,

Marcus R. T. Thomson

Marson R. I. Thom

Program Manager

cc: Mayor Susan Golding

City Manager Jack McGrory



MLT Productions

WMSB Warehouse Shopping Program

Proposal

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METERODUCTIONS

The mission of MLT Productions is to produce quality television programming, and to support, educate and stimulate an exchange of information among small business owners, while entertaining and providing viewers with a reflection of their environment.

For the past nine years MLT Productions has produced relevant television for our viewing audience. Our desire is to encourage the exchange of ideas and opinions. We hold the content of our productions to the highest standards. We have and will continue to respect the power of television and its inherent responsibilities.

MLT Productions has produced honest television and will continue to pursue honest communication with our viewing audience, encouraging the exchange of ideas and opinions in a form available to all who wish to participate.

HISTORY ORMED PRODUCTIONS

In 1970 Veronica McCune's goal was to help single parents and their children become aware of their rights and the services offered to them by the community. By 1984, the dream seemed to be lost. In January, 1985, she became a trainee for Cox Cable San Diego Public Access. She took the opportunity to produce her first show Single And Parent and it was broadcast in June, 1985 on Cox Cable Channel 24. Since then she has planned and produced over 500 television shows working out of her home. Approximately 85% of her programs have emphasized how to receive community and self-help support for one's self and family. These programs are broadcast weekly on Cox Cable San Diego and Southwestern Cable TV. MLT Productions is proud to have selected over 600 youths as crew members through the Regional Occupation Program (ROP) from San Diego, Chula Vista and Hilltop High Schools, exposing them to the operations of television production.

HISTORY OF TELEVISED SHOPPING SERVICES

Most cable systems offer at least one televised shopping network. These networks are unusual because every minute of air time is used to sell products.

The televised shopping business began in 1982, when the owner of WWQT-AM, a radio station in Clearwater, Florida, accepted merchandise in place of cash to settle an advertiser's debt. The station offered the merchandise for sale over the air; listeners called in to order it, and even drove down to the station to pick up their purchases. Realizing that this might be bigger than a local radio gimmick, entrepreneurs leased time on a local Tampa Bay television station. After considering expansion to other Florida markets, the entrepreneur rented satellite time, and in 1985, went national as the Home Shopping Network (HSN).

Within a year or so, there were 30 shopping services, including eight available nationwide via satellite. More were in the planning stage. QVC debuted in November of 1986.

In 1987, the Home Shopping Network expanded beyond cable and began purchasing UHF stations. (Many of those UHF stations had previously been associated with religious programming or with unsuccessful pay-TV services). In the same year, QVC made a deal for the exclusive right to represent Sears products. This was followed by J.C. Penney's entry into the field. J.C. Penney first bought an existing service called Value Television Network, then relaunched it as the Shop Television Network (STN), which was in turn revamped as the J.C. Penney Shopping Network before ceasing operations. By 1988, it was clear that the abundance of television shopping networks could not be supported by the cable operator: There would have to be a shake-out. The Fashion Channel was purchased by Cable Value Network in 1988, which was itself taken over by QVC in 1989. Other networks were either bought by larger ones, or disbanded.

There are three shopping networks remaining. QVC is the industry leader, with 35.7 million cable subscribers, followed by HSN, with 21.1 million cable subscribers. The figures are misleading, however: HSN-1 actually reaches over 50 million households by broadcasting on eleven VHF stations; HSN-2 is distributed to broadcast affiliates, HSN-owned and operated television stations, and to some cable systems. HSN's *Home Shopping Spree* is offered both as a 24-hour service and in shorter increments for broadcast stations.

Merchandising

A televised shopping service is really a type of "living catalog," with time slots rather than pages. QVC's program schedule devotes a single hour to one product category, such as porcelain figurines, German beer steins, baseball collectibles, or kitchen accessories. HSN segments its schedule mainly for apparel items; otherwise, a variety of products is offered throughout the program day. Celebrities also play a part on televised shopping networks. Joan Rivers and Angie Dickinson, for example, have appeared presenting their own product lines on QVC; HSN works with Vanna White on her designer line which is sold exclusively on the station.

Unit sales are difficult to estimate, but there are some dependable range estimates for successful products available. If a product is well-received and low-priced (say, \$10), QVC might sell as many as 2,000 units; a reasonable sale for a \$100 product would be about 300

units. As reasonable sales are made during the programmed hour, viewers can order at any time. HSN works differently: The product can be purchased only for the few minutes that is on the air. At HSN, program producers and on-air hosts carefully monitor the number of viewers placing orders; if the item is not moving briskly, they move on to the next product.

The Economics Of Televised Shopping

The financial relationship between cable operators and the televised shopping networks is unique and unlike the relationship for any other program service. The cable operator receives approximately 5 percent of the gross collected revenues within the zip codes in their service area. Whereas another cable service might charge its cable operator a fee for each subscriber, the televised shopping network can be a small profit center for the operator.

In 1990, the combined gross sales of all televised shopping channels were approximately \$2 billion. The growth of QVC from 1989 to 1990 is representative; as its total number of cable households increased from 16.1 to 35 million homes, the number of active customers increased from 871,000 to 2.6 million, and net sales increased from \$192.2 million to \$453.3 million. During the four-day Thanksgiving weekend in 1989, QVC grossed \$25.6 million in sales.

History Of Infomercials

Infomercials have demonstrated that television is the number one marketing tool for selling products and services. Today there are more than 50 infomercials on the air. This form of advertising has increased five times from what it was five years ago. The proliferation of new formats suggests this could be the year of an infomercial explosion. Profits can be mind-boggling, says Kate Williams, president of Williams Television Time, Santa Monica, CA. The average return on investment is 10% to 20% within three weeks. But the most successful shows can produce as much as a 299% return in less than a month, she says.